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Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION
U. S. DEPARTMENT OF AGRICULTURE

CLINTON P. ANDERSON, *Secretary of Agriculture*
CHARLES F. BRANNAN, *Director*

No. 12 March 26, 1948

WASHINGTON ROUNDUP

Prospects for Europe's harvest of wheat and rye are that it will exceed the very unfavorable harvest of 1947. This is on the assumption that normal weather will persist until harvest time. However, the outlook is for production considerably below the prewar average.

It's expected that the 1948 harvest will equal or exceed the 1946 production which was 47.8 million tons. This was 8.2 million tons more than the poor 1947 crop but 13.8 million less than the 1935-39 average annual production of breadgrains.

Thus, IF normal weather continues, the harvest of breadgrains this year will still be considerably lower than the prewar years. Which points up the need for continuing and intensifying food conservation in this country to combat hunger abroad and thereby help the democratic nations of Western Europe to maintain their free governments.

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An interesting and exhaustive survey of homemaker's problems in feeding their families has been compiled by the Bureau of Agricultural Economics in cooperation with the Virginia Nutrition Committee. This sample was made last June in the metropolitan area of Richmond.

It is interesting to note that among 400 cases 77 percent reported food a problem. Of this group, 97 percent said that this problem was caused by high prices.

The survey also provides an interesting analysis of the most helpful media for disseminating food and nutrition information.

Most homemakers placed newspapers and magazines highest on the list. Other media considered helpful were: radio, booklets and pamphlets, and classes or meetings.

Mothers of almost half the children attending school attributed some nutrition information to their children's experience in school.

FLORIDA IN FOCUS

Excerpt from a letter to this office from Bart. E. Bryan, Chairman of the St. Petersburg (Fla.) Citizens Food Committee:

"We appreciate your Newsletters giving us high lights on the program being carried on throughout the Nation on the Food Conservation Program..."

Mr. Bryan also included a report of his committee's activities. He finds the Parent-Teachers Association and the Junior Red Cross especially helpful. Mr. Bryan writes:

"Work of the Junior Red Cross has been outstanding. In fact the program they set up was forwarded to their Southeastern Headquarters in Atlanta and they in turn recommended that all other Junior Red Cross Units in the area follow the St. Petersburg plan.....

"The Times and The Independent have been running Peace Plate recipes and we feel these are mighty helpful.

"The Times has recently championed the War Against Rats which will be of much assistance in our Pinellas County in saving food... In urging the usage of locally grown products we have boosted the local and county farmers markets..."

KNOXVILLE GROUP ON FOOD CONSERVATION

We've received a letter from Jeanette Biggs, Chairman of the Nutrition Section of the Council of Community Agencies, Knoxville, Tenn., outlining the activities of her organization. Miss Biggs writes that the first program was a lecture-discussion on the world food situation at which the speaker was a family economist with the University of Tennessee Experiment Station.

"For our second meeting," she continues, "we had a State Nutritionist who discussed food practices in Tennessee. Our third program was an actual food demonstration of family diets at different levels of cost and yet equivalent in nutritive value. For this we used the Knoxville Nutrition Consultant. Our April meeting will have to do with Freedom Gardens and the program is to be presented by a staff member of the University of Tennessee College of Agriculture."

TEACHERS' AIDS

Our appreciation to the following educators who have evidenced their interest in food conservation by requests for teaching aids:

Bernadine Pleis, Meany Junior High School, Seattle, Wash.
Ernie L. Patterson, Annemanie School, Annemanie, Ala.
Earline Stall, Bryson City Schools, Bryson City, N. C.
H. L. Stanley Jr., Austin Public Schools, Austin, Nevada.

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WOMEN'S ASSOCIATION WORK

The Missouri Division of the American Association of University Women has issued a call for cooperation in its quarterly state news bulletin which reaches 3400 members. Under the heading, "Food Conservation," the article reads:

"UNIVERSITY WOMEN are urged to co-operate in the voluntary food conservation program.... This program calls for the care and preservation of food and feed so that none is wasted. It calls for the control and eradication of insects and rodents. And it stresses the 'consumption of less of the foods and feeds which are in short supply, and more of the foods and feeds which are in abundant supply.'

"American Association of University Women members should be particularly interested in studying and applying the principles incorporated in the program as a practical means of aiding the cause of world peace."

A letter from Mrs. Hildred Blake, President of the Missouri Division, advises us: "Our organization is in sympathy with your work and our various branches over the state in their international relations programs enlist their members and the communities to a similar program."

REPORT FROM PASADENA

Brown S. McPherson, Chairman of the Pasadena (Calif.) Citizens Food Committee estimates that 350 talks have been sponsored by his committee on the subject of food conservation. He writes:

"A committee covering service clubs, churches, schools, and merchants was appointed and the work divided.

"All service clubs and churches were given talks on the need of food conservation. Students in the speech departments of the schools were sent out as trained speakers on the subject. Practically all groups were contacted by personal talks or through radio and press.

"Printed material was distributed through the Junior Chamber of Commerce...."

FREEDOM GARDEN ESSAY CONTEST

The Hazleton (Penn.) Citizens Food Committee with the cooperation of the public and parochial schools in the area is conducting a "Freedom Gardens Essay Contest" among students of elementary and high school grades. Three cash prizes will be awarded for the best essays which will "encourage the home folks to think about and carry out the objectives of food production and conservation through the planting of food gardens."

In a letter to school principals establishing the rules of the contest, Thomas L. Hinkle, Superintendent of Schools, writes:

"Since the cause for which the contest is being run is a most

deserving one, and the awards worth striving to win, it is hoped that your school will enter into the spirit and purpose to the fullest extent. And please promote in every way possible the planting of gardens during the summer months."

FROM MEMPHIS TO MARSEILLE

The Memphis (Tenn.) Citizens Food Committee has sent us mimeographed sheets containing "jingles" on food conservation. These are sent to six radio stations, the two daily newspapers and various organizations which have publications. The radio stations and newspapers use them daily according to the dates listed by each "jingle".

This form of informational material is very effective. Here's a sample:

Thursday, March 18 - - Tom Breneman of radio fame has made an investigation into the "good old days" everyone says have disappeared and sums the whole thing up very nicely - quote - A woman of olden times who volunteered to sit up all night and nurse a neighbor's sick child has become millions of people contributing money to help all sick children. A neighbor hurrying to the house next door with the gift of a warm loaf of home-made bread has become a fleet of laden ships steaming across oceans with gifts of food that will keep nations alive. The "good ole days" haven't disappeared - in so many ways they've become the good new days - unquote. The Memphis Citizens Food Committee feels that this is an excellent description of our living standards and we hope that you will continue to save that slice of bread and let it be a "fleet of laden ships" going to hungry lands to help keep other nations alive and healthy like America.

BACK YARD GARDENING

J. P. Corliss, Chairman of the South Charleston (W.Va.) food committee writes in to tell us that his group is contacting owners of vacant lots "hoping we may be able to induce the people to plant gardens and thereby help the food situation."

His committee has kept stores and all food dealers supplied with posters and literature and has enlisted the aid of teachers in the area's three schools. Mr. Corliss reports that he has been promised fine cooperation by the women's lodge of the Degree of Honor.

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed conservation program.

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